Economic Leadership

U.S. Women's Chamber of Commerce™

U.S. Women's Chamber of Commerce™

- The **U.S. Women's Chamber of Commerce™** was established in 2001 to revolutionize the economic opportunities and impact of women.
- The USWCC has 500,000 members and reaches over 1 million women around the globe.
- The USWCC is non-captive – we are committed solely to advancing economic opportunities for small businesses.
- 360 Strategies

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USWCC 360

- A Revolutionary 360º Market Position
- Ownership and Advancement at All Levels
  - We Own it!
  - We're an extension of your business
  - USWCC is a conduit between agencies/congress and small businesses

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Market Force = Influence

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Date	1900	1920	1940	1950	1960
Milestone	World War I	Women Vote	World War II	Higher Education	Birth Control
Market Force	Labor needs push women to work	Working women push the vote	Labor needs drive more women to work – and they stay.	Women go to college, get better jobs.	Control of body. Greater control of life.
Politics		VOTE			
Work & Business			Home to Workplace		Better Careers
Education & Body				Higher Education	Control of Body
Money & Assets			Our Own Incomes		Credit Fairness Act (access to credit)

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Date	1970	1980	1990	2000
Milestone	Title IX Ms. Magazine	ERA Fails to Pass	Women business owners	Nancy Pelosi Clinton, Palin
Market Force	Feminism draws fire	Struggles over equal pay and workplace issues	Women leave corporations to start businesses. Target marketing invades women's groups.	Global forces. **USWCC Established**
Politics			Year of the Woman	Pelosi, Clinton, Palin
Work & Business			Women move into business ownership	Huge surge in business ownership
Education & Body				Women = majority of college grads
Money & Assets			Women become home owners control family purse strings.	Transfer of wealth/assets

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Where We are Today

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Women Are a Market Force

- Women own 30% of all businesses in the U.S.
- Women make 80% of all family purchasing decisions
- Women control $7 trillion in purchasing power.
- Single women make up 22% of all home purchases.
- By 2010 women will control more than $13 trillion in private wealth.

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Women Are a Market Force
Or
Are We?

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Business Growth

- Even though the number of (majority-owned) women-owned firms grew 42.3% between 1997 and 2006, their combined annual sales grew only 4.4%.

Business Growth

- The large jump in the number of women-owned firms over the last 10 years is a result of women:
  - Being paid only 77 cents on the dollar as compared to men.
  - Not being promoted.
  - Not having flexibility to take care of their families.

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Business Growth

- There are 10 million women-owned firms in the U.S. representing one-third of all businesses.
- We have a goal of only 5%, and yet we only receive 3% in Federal Contracts.
- Loss of revenues calculates to over 5.6 billion dollars annually!

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Women = Mature Market

- **Advance our objectives**, instead of responding to target marketing.
- **Act to protect ourselves** from those who would take away any element of the progress we have achieved or hope to achieve.
- **Build structures and organize resources** to better serve our needs and provide opportunities for advancement.

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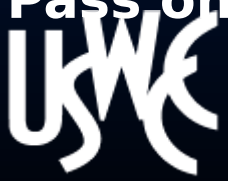
A Comprehensive Platform for Progress

- **We've put all the pieces into place**
  - **Initiate Wealth**: Business and career education
  - **Grow Wealth:** Business and career advancement strategies and solutions
  - **Maximize Wealth:** Tax & wealth building strategies and resources
  - **Protect Wealth:** Tools and strategies to protect family, home, and business
  - **Use Wealth**: Retirement planning
  - **Pass on Wealth:** Legacy



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Building Our Own Structures Through the “New Deal” Initiative

- USWCC | MarketPlace
  (online stores and malls powered by USWCC member stores)
- USWCC | Health and Benefit Solutions
- USWCC | Financial Solutions
- USWCC | Business Solutions
- Business and financial solutions driven by USWCC strategic leadership, powered by USWCC | New Deal enterprises, providing real value, opportunities for advancement, and a real return for our community.

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Opening Doors to Federal Contracting Opportunities

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A *"Fair Portion"*

- It is imperative that our country provides a fair proportion of federal government contracts and dollars to small businesses and ALL socio-economic sectors.

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Women's Federal Procurement Program

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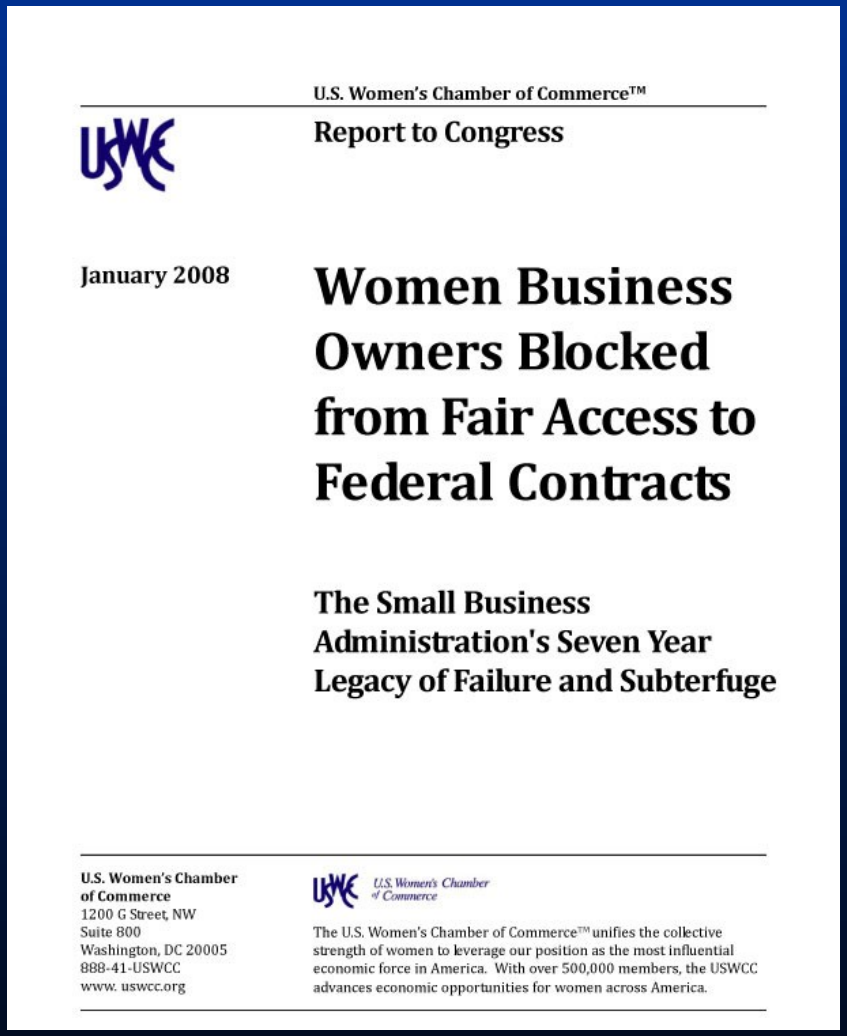
U.S. Women's Chamber of Commerce™
Report to Congress
January 2008
Women Business Owners Blocked from Fair Access to Federal Contracts
The Small Business Administration's Seven Year Legacy of Failure and Subterfuge
U.S. Women's Chamber of Commerce
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Washington, DC 20005
888-41-USWCC
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U.S. Women's Chamber of Commerce
The U.S. Women's Chamber of Commerce™ unifies the collective strength of women to leverage our position as the most influential economic force in America. With over 500,000 members, the USWCC advances economic opportunities for women across America.

USWCC Report to Congress

www.uswcc.org/report.pdf

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Women's Procurement Program

1994	The Federal Acquisition Streamlining Act of 1994 (FASA) set an overall goal of 5% for women-owned businesses.
2000	Congress passed the Equity in Contracting for Women Act of 2000 on December 21, 2000.
2004	U.S. Women's Chamber of Commerce, in support of the 10 million women-owned firms, brought suit against the SBA.
2005	SBA filed a Motion to Dismiss which was denied by the court noted that the SBA **"...had sabotaged, whether intentional or not, the implementation of a procurement program..."** and concluded that "a deadline is in order."

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Women's Federal Procurement Program

Timeline:

- **[2007]** May 2, 2007, the study was released. The study took four looks – using four combinations:
  - Market whole and the number of contracts awarded,
  - Only those in CCR and number of contracts awarded,
  - Market whole and the dollar amount awarded,
  - Only those in CCR and dollar amount awarded.

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Women's Federal Procurement Program

Timeline:

- **[2007]** The study finds women-owned businesses are underrepresented in 87 percent of all industries.
- **[2008]** The SBA publishes a proposed rule that is a gross perversion of what Congress intended –
  - mandating that every federal agency must find that they have discriminated against women prior to utilizing the set-aside
  - Identifies 3 industries that have access

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Women's Federal Procurement Program

Timeline:

- **[2008]** SBA reverses course and publishes a new, "new" rule using a totally new "secret" dataset (not provided for the public) and 31 Industries.
- **[2009]** After strong bi-partisan support to extend the comment period on the new, "new" rule – the SBA capitulates – handing the finalization of this program off to the new administration.

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Women's Federal Procurement Program

- The SBA should comply with the law – not rewrite it.
  - Our legislative body provided clear instructions regarding the implementation of PL 106-554.

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Women's Federal Procurement Program

- Provision (section 522) in the Omnibus Appropriations Act of 2009 that states "none of the funds made available under this act may be used by the Small Business Administration to implement the rule relating to women owned small business federal contract assistance procedures published in the Federal Register on October 1, 2008 (73 Fed.Reg.56940 et seq.)

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Women's Federal Procurement Program

- This means that the troublesome regulation (the one that says that agencies must declare discrimination against women-owned firms before they can use the rule) will NOT be implemented.
- What this does mean is that we have a chance to fix the regulation and identify the CORRECT NAICs codes as under-represented.

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Women's Federal Procurement Program

- **Currently we are working on three fronts to get the program implemented**
  - Court System: Next Status hearing set for July 24, 2009
  - We have requested the discrimination clause in the current rule be pulled and the Industries reflect the 87% as determined by the NAS / Rand.
  - Working with new Administration, Congressional leaders in Senate and House

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Women's Program Accountability

- USWCC Special Report: 2006 Federal Contracting Data Overstates Spending with Women-Owned Firms

www.uswcc.org/report2.pdf

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Women's Program Accountability

- Over half of the top fifty firms attributed as "women-owned" in the Federal Procurement Data System may have male CEOs.
  - PROCURENET, INC.
  - $185,884,882
  - Company has a male CEO.
  - Purchased by SAIC in 2004. (Large company)

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Women's Program Accountability

- Nine federal agencies spent more than fifty percent of their total spend with women-owned firms with just ten firms each.
  - Air Force spends $62.4B; $1.3B with WOBs and 79% with only 10 firms

Women's Program Accountability

- It's time for Congress to accept the facts; women businesses owners are economically disadvantaged due to the failure of the federal government to assure fair access to contracting opportunities.

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Other Current Issues

- **US Economy**
- **Access to Capital (Recovery Legislation)**
  - **Let SBA process loans and sell to secondary market**
  - **Let SBA provide higher loan guarantees**
  - **Let SBA enhance/support secondary market to encourage investors**
  - **Let SBA restructure/refinance existing loans**
- **Small Business Healthcare Policy**
  - **The Small Business Health Care "CHOICE" Act**

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Acting as a Market Force and Driving Influence

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Next Steps

- What are you going to do today to advance the economic status of women?
  - How can you begin to work cooperatively to leverage a strength or asset to improve the economic condition of women?

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Your Role – Engage!

- Continue to advance your career into Influence.
- Continue your work on behalf of small businesses.
- Let me know your issues so the USWCC can find a solution.
- Follow up with your connections and follow through with opportunities.

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Your Role – Engage!

- Speak to congressional leaders
- Let us know of policy changes or issues that affect opportunities for small businesses and your work on their behalf.
- Let us help with your outreach.

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2009 Upcoming Meetings and Events

- **U.S. Navy Spotlight –** San Diego, CA April 7, 2009
- **Power of Partnership (with National 8(a) Assoc)** Seattle, WA, April 8, 2009
- **Government Ready 1** Phoenix, AZ May 5, 6, 2009
- **U.S. Postal Service** Washington, DC, May 13, 2009

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2009

- **Spotlights**
  - **U.S. Air Force (June 10,2009 – San Antonio TX)**
  - **U.S. Army (August 6, 2009 – DC)**
  - **NASA (November 19, 2009 – DC)**
  - **US Department of State (December 2009)**
  - **U.S. Dept. of Homeland Security (TBA)**

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2009

- **Nat'l Small Business Federal Contracting Summit –** South Central, San Antonio, TX June 9, 10 2009
- **Nat'l Small Business Federal Contracting Summit –** Washington, DC August 5,6 2009
- **Nat'l Small Business Federal Contracting Summit –** Midwest October 2009
- **Nat'l Small Business Federal Contracting West Coast Summit –** Southern California November 2009

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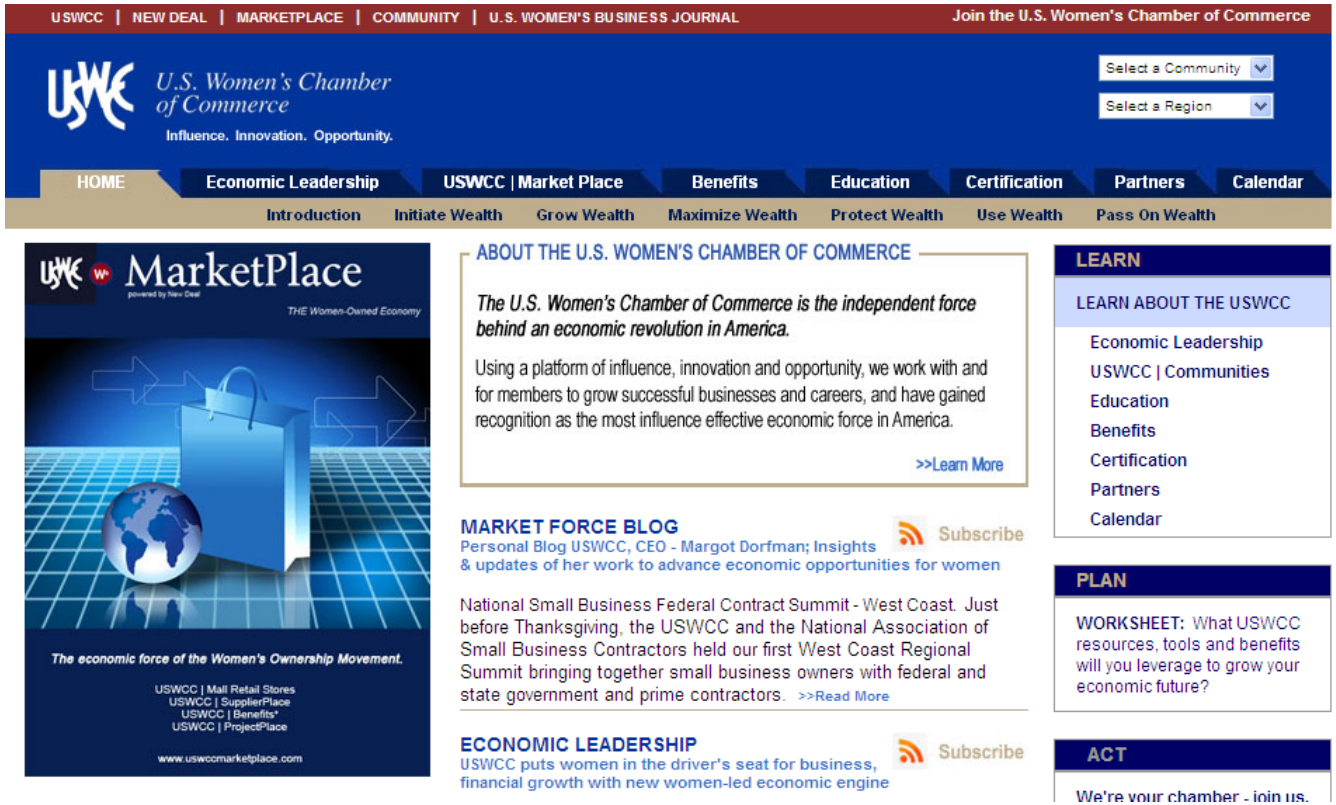
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www.uswccmarketplace.com
ABOUT THE U.S. WOMEN'S CHAMBER OF COMMERCE
The U.S. Women's Chamber of Commerce is the independent force behind an economic revolution in America.
Using a platform of influence, innovation and opportunity, we work with and for members to grow successful businesses and careers, and have gained recognition as the most influence effective economic force in America.
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Personal Blog USWCC, CEO - Margot Dorfman; Insights & updates of her work to advance economic opportunities for women
National Small Business Federal Contract Summit - West Coast. Just before Thanksgiving, the USWCC and the National Association of Small Business Contractors held our first West Coast Regional Summit bringing together small business owners with federal and state government and prime contractors. >>Read More
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